

CLAIMS

We claim:

- 1 1. A method of generating a web page comprising:
2 designating content for publication on the web page; and
3 designating a specific portion of the content to prevent a web crawling
4 mechanism from indexing the specific portion.
- 1 2. The method of claim 1 wherein designating a specific portion of the
2 content further comprises:
3 utilizing a tag to designate the specific portion of content.
- 1 3. The method of claim 2 wherein the tag comprises a robot tag.
- 1 4. The method of claim 1 wherein designating a specific portion of the
2 content further comprises:
3 utilizing an attribute to designate the specific portion of the content.
- 1 5. The method of claim 4 wherein the attribute comprises a robot attribute.
- 1 6. The method of claim 1 wherein indexing the specific content further
2 comprises following the specific content.
- 1 7. A computer system for generating a web page comprising:
2 a processor;
3 an application program coupled to the processor wherein the application program

4 is capable of;

5 designating information for publication on the web page; and

6 designating a specific portion of the information to prevent a web crawling
7 mechanism from following the specific portion.

1 8. The system of claim 7 wherein designating a specific portion of the
2 information further comprises:

3 implementing a tag to designate the specific portion of the information.

1 9. The system of claim 8 wherein the tag comprises a robot tag.

1 10. The system of claim 7 wherein designating a specific portion of the
2 information further comprises:

3 implementing an attribute to designate the specific portion of the information.

1 11. The system of claim 10 wherein the attribute comprises a robot attribute.

1 12. The system of claim 7 wherein following the specific content further
2 comprises indexing the specific content.

1 13. A computer program product for generating a web page, the computer
2 program product comprising a computer usable medium having computer readable
3 program means for causing a computer to perform the steps of:

4 allowing content to be designated for publication on the web page; and

5 allowing a specific portion of the content to be designated to prevent a web

6 crawling mechanism from indexing the specific portion.

1 14. The computer program product of claim 13 wherein designating a specific
2 portion of the content further comprises:

3 utilizing a tag to designate the specific portion of the content.

1 15. The computer program product of claim 14 wherein the tag comprises a
2 robot tag.

1 16. The computer program product of claim 13 wherein designating a specific
2 portion of the content further comprises:

3 utilizing an attribute to designate the specific portion of the content.

1 17. A method of generating a web page comprising:
2 designating content for publication on the web page;
3 utilizing a tag to designate a specific portion of the content to prevent a web
4 crawling mechanism from indexing the specific portion wherein the tag comprises a
5 robot tag.

1 18. The method of claim 17 wherein indexing further comprises following.

1 19. The method of claim 17 wherein utilizing a tag to designate a specific
2 portion of the content further comprises:

3 utilizing an attribute to designate the specific portion of the content.

- 1 20. The method of claim 19 wherein the attribute comprises a robot attribute.